

ABSTRACT

The competition between UMKM in Bandung to plan and organize market activities must have different benefit between products that offered by every company. Any efforts that company did to maintain their image as Green Production, such as inovation on production speed, compete price, and right promotion. As good as the positioning which affected for selling. But, many companies do not aware yet that developing positioning in costumers mind not only about promotion or advertisement. There is another factors which make an effect such as packaging, products condition, etc. Green Production should be aware about this because in buying products, costumer decision affected by rating of products quality. In product positioning which producted by Green Production not only make a product based on the price, but also about the quality, benefits, rivals, and product categories.

This research is to know positioning strategy about customer decision in Greens Production. This research using quantitative method with descriptive type of research to 94 respondents, whom is Greens Productions customers. The analysis that used in this research is simple linear regression analysis.

Research result show that Positioning Strategy 55,2% to customer decision in buying products, while 44,8% affected by another factors, so it is better if company increase anothe indicators such as brand image and service quality so buyer decision in buying Greens Production product will increase too.

Keywords: *Green Perceived Value, Green Purchase Behaviour.*